

MARCELA RICO

BACHELOR IN COMMUNICATIONS AND DIGITAL MEDIA

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Communications and Digital Media specialist skilled at understanding different segments needs. Lover for visual solutions with strong emphasis on storytelling of the designated product or service. +6 years of experience in content creation and webpage design. Creator of an online meme account with more than 120K followers @memercela and an online store www.tanoshii.com.mx .

WORK EXPERIENCE

Tecnologico de Monterrey / Intern - Content Creator

08 2018- 2022

During my internship at Tec de Monterrey, I collaborated with the Instagram team and significantly enhanced the university's national account, @tecdemonterrey, increasing its followers from 24,000 to 100,000. I implemented the development and execution of a digital content strategy, including scheduling plans for posts, interactive content and production of Instagram stories and design. I occasionally contributed to photography and video production.

Two Feet Undr / Content Creator / Consultant

07 2020- 07 2021

I worked as a consultant for content creation, specially directing productions for the brand including its Instagram design and web photography.

Friday Social Scene / Consumer Insights

2020 - 2022

Freelance contractor working in insight compilation of different brands such as Bacardi and Botanera. Mainly using databases with Excel, Instagram and Google products. Worked with around 200 influencers per project.

De Rojo Media / Brand Manager and Content Creator

08 2020 - 05 2021

Brand Manager of one of the brands inside the company. My main work was creating the base for a media strategy and deliver it to the production team as well as checking advances and delivers of content. Also I worked managing the Shopify account for sales, shipment and online content programming as a strategy.

Inside this company I also helped with production and design of digital arts mainly for different brands with the help of Adobe Products and on site direction of production.

Tanoshii Anime Store / Owner

2023- current

Creator of an anime online store starting on 2023. I created the whole webpage using Shopify and currently I have sales all over México as well as international shipment. Tanoshii runs by using platforms such as Shopify, Envya, Zettle, Paypal and Adobe resources for the making of my own strategic marketing, scheduling online, shipments and sales. Also I use Databases such as Excel and Google Drive. I also implement Google ads and Facebook ads for Instagram and Facebook marketing. All the content creation is an example of my passion for visual storytelling and anime love.

Web Page Creator / Freelance

2024- current

Creator of online webpages using Wix and Shopify with its depending plug-ins such as countdowns, payments and reservations, such as online stores with international and national shipments, wedding web invitations and service landing pages.

Meme creator and curator

2021- current

Creator of an Instagram meme account named @memercela with more than 120,000 followers I also have a broadcast community of more than 750 followers. Making people laugh and collaborator with different brands for media exposure.

CERTIFICATIONS

Google Ads Search Certification

Community Manager by Teinux

Digital Marketing Professional Certificate (DMPC) CertiProf

LANGUAGES

Spanish (Native Language)

English TOEFL (610)

Italian Course

French A2

German A1

Japanese (CURRENTLY LEARNING)

PROFESSIONAL & TECHNICAL SKILLS

Photoshop

Creator Studio

Google Ads

Microsoft Programs

Problem Solving

HTML

Illustrator

Shopify

Facebook Ads

Padlet

Production

CSS

Premiere

Tableu

Prezi

Game Maker

Strategy Making

Java script

After Effects

Canva

Unity

Spark AR

Teamwork

Pixel

Indesign

XCode

Miro

Figma

Coding C++

Brackets

EDUCATION

Computer Science/ 2 and a half coursed career

2016 - 2019

Tecnologico de Monterrey

2 and a half years in Computer Science with classes such as

Web Design, Data Bases, C++ Programming, Object Oriented

Programming, Algorithms, Game Creation and UX/UI

Communitacions & Digital Media/ Bachelors Degree, Minor in Film

2019 - 2022

Tecnologico de Monterrey

Communications and Digital Media career with a minor in film & strategical communications. I chose this career change because I consider myself to be a very creative person with love for product story telling and human interaction with technology.

HOBBIES

Photography

Watching anime

Content Creation

Gym

Indoor Cycling Film Production

Marketing

Writing

Reading

I collect records